



# Preparing Your Sales Team for the IT Environment

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March 31-April 2, 2009



# Agenda

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- Convergence trends impact on selling
- Sales force realities & challenges
- Selling to IT management
  - Structure, challenges, strategies
- Selling strategies
  - Building bridges, presenting to management
- Go forward company strategies

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# Convergence Trends

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- What is convergence in a practical sense?
  - Network centric solutions and their dynamics
    - Business case for change
    - Return On Security Investment (ROSI)
  - Technology
  - Organizational realignment
  - Change in buying processes
  - Change in selling culture & strategies

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# Sales Force Culture

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- How would you describe your existing sales force today?
  - Product centric approach
  - Consultative selling approach
  - Business acumen skills
  - Strategic or tactical orientation
  - Vertical market or system size orientation
  - Business value or price selling

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# Recent Selling Challenges

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- How is your selling environment changing?
  - Current customer relationships
    - Sustainable or threatened
  - New competitors in the market
    - Game changing market entrants
  - New influencers in purchasing process
    - IT departments can change requirements
  - New selling skills are required
    - Presentation of business case to senior management

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# Selling to IT Management

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- IT personnel business challenges
- IT management organizational structure
- IT buying processes
  - Application support
  - Product acquisition
- IT management business value orientation

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# IT Management Structure

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- Senior IT management
  - Big picture and business value orientation
- Middle IT management
  - Standards, policy, people, product, implementation of projects
- Lower IT management
  - Day-to-day response, problem solving, internal customer support, heavy workload

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# IT Selling Strategy

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- Senior/Middle level relationships
  - Strategic orientation of mission
  - Support the business units effectively
  - Need help understanding the business (theirs)
  - Justifiable network growth strategies
  - ROSI based business case
  - Threat of IT outsourcing

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# IT Selling Strategy

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- Lower IT management
  - “Not on my network...”
  - “What about my bandwidth...”
  - “How much does the physical unit (PU) cost..”
  - Stay away from this level of IT personnel early in the sales process
  - Kill or hijack your project

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# Challenges To Selling IT

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- Can my sales force learn and change
  - Product to consultative selling
  - Active learning expectation
  - Must learn a new language (ITese)
  - Expand the existing business contacts
- Will I need to add to the sales force
  - From the network industry
  - New to industry but technically savvy

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# Short Term Sales Strategies

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- Leverage existing security/facilities relationships in a different way
  - Learn existing customers business
  - Expand departmental contacts
  - Meet and learn concerns of IT management
  - Build communication bridges between departments

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# Building Department Bridges

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- Recognize the core competencies
  - Mission critical elements
  - Departmental goals
- Recognize the key differentiators
  - Backgrounds
  - Management orientations
- Establish the key touchstone issues
  - Support arterial revenue streams

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# Management Support

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- Senior management decision processes
- Current and future business goals
- Target & measureable improvements
- Multiple department benefits
- Cost of not implementing solutions
- Provide options to achieve results

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# Go Forward Strategies

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- Sales force training
  - Granular and specific to industry
  - Choose a highly credible partner
  - Acknowledge training is a process not an event
- Management leadership
  - Set realistic but firm expectations
  - Coach the change process actively
  - Invest in your business to gain competitive advantage in your market

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# Go Forward Strategies

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- Build intercompany partnerships
  - Build on your strengths
  - Acknowledge and manage paranoia
  - Leverage partners business contacts
  - Share your business contacts
- Plan for long term strategic position
  - Sales and technical professionals as business growth supports increased spending

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# Conclusions

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- Network centric systems are here to stay
- Proactive approach = growth and survival
- Reactive approach = decline and cut back
- There are people willing to help you
- You are not alone!
- Questions and answer time....

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# Thank You For Attending!

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- I will be available for dialogue
- My contact information is available
- Enjoy the show and learning experience at ISC-West

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